

# SYSTEM AND METHOD FOR MANAGING CONSUMER PURCHASING DATA

## ABSTRACT OF THE DISCLOSURE

5 Consumer preferences can be structured into a profile that specifies by certain  
objective criteria, the characteristics of items to be purchased. Database records of  
items in inventory are structured to record the criteria used to identify products.  
Consumer preferences that specify items using objective criteria can be sorted and  
based upon the outcome of such a sort, items that comport with the preferences can be  
10 identified for purchase by the consumer.